

## Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 PA-02 CIAE-00

INR-07 NSAE-00 RSC-01 NASA-02 /045 W

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R 030741Z DEC 74

FM AMEMBASSY KUWAIT

TO SECSTATE WASHDC 1652

UNCLAS KUWAIT 5186

E.O. 11652: N/A

TAGS: BEXP, KU

SUBJECT: G.M. MOTORAMA KUWAIT

1. ERIK NORDIN, GM MERCHANDISING MANAGER EUROPE, AFRO-MIDDLE EAST AND DIRECTOR GM MOTORAMA VISITED KUWAIT RECENTLY TO INFORM US OF PLANS TO HAVE GM MOTORAMA HERE JANUARY 8-14. EVENT HAD ORIGINALLY BEEN SCHEDULED FOR AUTUMN 1974, BUT SHIPPING DELAYS REQUIRED GM TO PLACE KUWAIT AT END RATHER THAN BEGINNING OF CIRCUIT WHICH ALSO INCLUDES BEIRUT AND THREE STOPS IN SAUDI ARABIA.

2. NORDIN SAID MOTORAMA WILL BE BIGGEST PRIVATELY SPONSORED SHOW OF ITS KIND EVER TO BE HELD IN KUWAIT. IT WILL BE HELD AT HILTON HOTEL GRAND BALLROOM AND IN ADDITION TO SEVERAL CONVENTIONAL AND SPECIAL AUTOS, EXHIBIT WILL INCLUDE MOON ROVER VEHICLE WHICH GM BUILT AS SUBCONTRACTOR TO BOEING.

3. DESPITE APPARENTLY LARGE AND IMPRESSIVE SHOW-- WHICH WE THINK WILL BE VERY SUCCESSFUL, GIVEN KUWAIT LOVE AFFAIR WITH AUTOMOBILES--NORDIN CONCERNED OVER POSSIBLE LACK OF INTEREST AMONG VIPS WHO WILL BE INVITED TO SPECIAL OPENING NIGHT SHOWING. HE THEREFORE ASKED WHETHER US ASTRONAUT COULD BE MADE AVAILABLE FOR THAT NIGHT ONLY. NORDIN SUGGESTED EMBASSY AND USG SUPPORT IDEA IN INTEREST US EXPORT PROMOTION. WE PROMISED TO MENTION MATTER OFFICIALLY TO WASHINGTON.

4. COMMENT: THERE NO QUESTION THAT ASTRONAUT WOULD BE TREMENDOUS UNCLASSIFIED

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ATTRACTION, AND WE WOULD BE DELIGHTED TO WELCOME VISIT OF US

ASTRONAUT TO KUWAIT. WE A BIT CONCERNED, HOWEVER, IN EXPLOITING INHERENT POPULARITY OF ASTRONAUTS FOR PRIVATE COMMERCIAL PURPOSE. IN ANY CASE ASSUME ASTRONAUT COULD BE SENT ONLY IF GM WILLING PAY COSTS, AND THAT WOULD HAVE TO BE WORKED OUT WITH GM HEADQUARTERS IN DETROIT. FYI WE SUGGESTED TO NORDIN THAT HE HAVE HIS HEADQUARTERS TAKE INITIATIVE, BUT HE CLAIMED GM BUREAUCRACY WOULD BE TOO SLOW. END FYI. WE NEVERTHELESS WISH TO PLACE IDEA BEFORE DEPARTMENT AND NASA SINCE WE TOLD NORDIN THAT WE WOULD DO SO. WOULD APPRECIATE DEPARTMENT'S ADVICE AS TO WHETHER THERE ANY POSSIBILITY THAT GM REQUEST FOR ASTRONAUT CAN BE FILLED.

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 03 DEC 1974  
**Decapton Date:** 01 JAN 1960  
**Decapton Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
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**Document Number:** 1974KUWAIT05186  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ACTION COME  
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**Page Count:** 2  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** CollinP0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 21 AUG 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <21 AUG 2002 by ReddocGW>; APPROVED <13 FEB 2003 by CollinP0>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** G.M. MOTORAMA KUWAIT  
**TAGS:** BEXP, KU  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005